

SERFF Tracking Number: PHYS-126527392 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 45103
Company Tracking Number: PMA3328
TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010
Standard Plans 2010
Product Name: Med Sup
Project Name/Number: PMA3328/PMA3328

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup SERFF Tr Num: PHYS-126527392 State: Arkansas
TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 45103
Standard Plans 2010 Closed
Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: PMA3328 State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler
Disposition Date: 03/25/2010
Authors: Sonya Dickey, Sara Magee-Garcia
Date Submitted: 03/03/2010 Disposition Status: Filed-Closed
Implementation Date Requested: On Approval Implementation Date:
State Filing Description:

General Information

Project Name: PMA3328 Status of Filing in Domicile: Pending
Project Number: PMA3328 Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments: Filed in Nebraska on 3/3/2010.
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Group Market Size:
Overall Rate Impact: Group Market Type:
Filing Status Changed: 03/25/2010 Explanation for Other Group Market Type:
State Status Changed: 03/25/2010
Deemer Date: Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia Corresponding Filing Tracking Number:
PMA3328
Filing Description:
RE: Medicare Supplement Insurance Advertisement
Invitation to Inquire: PMA3328

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your state to create an interest in the following Policies/Rider:
Policies/Rider Medicare Supplement Plans Approval Dates

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P020AR A 8-12-09
P025AR F 8-12-09
P026AR G 8-12-09
P027AR High Ded F 8-12-09
High Deductible Premium Discount Rider B345 8-12-09

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You may also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising Compliance sara.magee-garcia@physiciansmutual.com
Coordinator
2600 Dodge Street 402-930-2633 [Phone]
Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company	CoCode: 80578	State of Domicile: Nebraska
2600 Dodge Street	Group Code: 367	Company Type:
Omaha, NE 68131	Group Name:	State ID Number:
(402) 633-1188 ext. [Phone]	FEIN Number: 47-0270450	

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$50.00	03/03/2010	34588281

<i>SERFF Tracking Number:</i>	<i>PHYS-126527392</i>	<i>State:</i>	<i>Arkansas</i>
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/25/2010	03/25/2010

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Disposition

Disposition Date: 03/25/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3328	Filed	Yes

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Form Schedule

Lead Form Number: PMA3328

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/25/2010	PMA3328	Advertising	PMA3328	Initial			PMA3328.pdf

[First and Last Name]

[Address 1]

[Address 2]

[City, State Zip Code]

Re: Hospital, Medical, Surgical Policy
Policy Number: [Policy Number]
[Name of Insured Affected]

Dear [First and Last Name]:

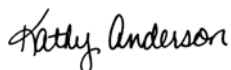
Thank you for choosing us for your insurance needs. We pride ourselves on putting our customers first by providing straightforward answers and caring customer service.

Our records show that you turn 65 years old on [date]. Since you can enroll in Medicare at that time, your Hospital, Medical, Surgical policy will end. If others are covered by your policy, coverage will continue according to the Renewal Agreement in the policy.

We want to make sure you understand your options. Medicare provides great coverage, but was never intended to cover all of your health care costs. Many people like the added protection of Medicare Supplement insurance. We offer many Medicare Supplement insurance choices for you to consider. [An/Your] agent/producer can help you with these options and can help you decide how to best replace the Hospital, Medical, Surgical policy that will be ending.

You have choices when selecting an insurance company and we appreciate the trust you have placed in Physicians Mutual. If you have any questions, please call your local division office at [division office phone number] to speak with an agent/producer, or you can call us at [877-483-7105] and one of our customer service representatives will be happy to help you.

Sincerely,



Kathy Anderson
Assistant Vice President, Policyowner Services
Physicians Mutual Insurance Company

We are not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program. For complete details including costs and limitations of this solicitation of insurance, please contact an agent/producer. Policy/Rider Form Numbers: P020, P025, P026, P027, B345 (OK: P020OK, P025OK, P026OK, P027OK). Policy/Rider availability varies by state.

